

DOI: <https://doi.org/10.54663/2182-9306.2023.sn12.1-4>

*Editorial*

## **Cybersecurity, Privacy, and Data Protection: State of the Art in Iran, Nigeria, Portugal, and the USA.**

Susana Lamas \*

Paula Quintas \*\*

José Campos Neves \*\*\*

Jorge Remondes \*\*\*\*

### **1. INTRODUCTION**

In the twelfth special issue of the International Journal of Marketing, Communication, and New Media (IJMCNM), the journal's readers, authors, and reviewers, can read the results of qualitative, and quantitative research studies on cybersecurity, privacy, and data protection.

This issue begins by addressing the results of a comparative study of Iranian, and American law, that is applied to the legal protection of customer privacy in e-commerce. Secondly, a review of issues on cybercrime, and data security imaging in the particular case of Nigeria is provided. The edition also includes the presentation of two studies on the Portuguese reality: the first, analyses the infringements, and fines in the case of the General Data Protection Regulation (GDPR), and the second, analyses the implementation of secure protocols related to the web in Portuguese Municipalities.

---

\* Higher Institute of the Entre Douro, and Vouga Region, Portugal. E-Mail: [s.lamas@doc.isvouga.pt](mailto:s.lamas@doc.isvouga.pt)

\*\* Higher Institute of the Entre Douro, and Vouga Region, Portugal. E-Mail: [p.quintas@doc.isvouga.pt](mailto:p.quintas@doc.isvouga.pt)

\*\*\* Higher Institute of the Entre Douro, and Vouga Region, Portugal. E-Mail: [j.neves@doc.isvouga.pt](mailto:j.neves@doc.isvouga.pt)

\*\*\*\* Higher Institute of the Entre Douro, and Vouga Region, Portugal. E-Mail: [j.remondes@doc.isvouga.pt](mailto:j.remondes@doc.isvouga.pt)

Cybersecurity, privacy, and data protection are issues that currently concern States, Organisations, and People. Therefore, it is a subject that today deserves great media coverage, which makes this concern grow more, and more among everyone.

When we talk about cybersecurity, we are talking about a set of standards, norms, and practices, which aim at making environments safe, environments composed of devices, systems, and people (Pinto, Moreira, & Silva, 2020).

The concept of private life arises from the influence of Anglo-Saxon law, with the influence of Samuel Warren, and Loius Brandeis being considered common [it is said that Mrs. Warren liked to give select parties that were much commented in society (and the menu of the banquet was even published). Warren, a lawyer annoyed by the media coverage of these events, and his colleague Brandeis, after long reflection, published a study calling for the protection of the individual not only in his property but also in his privacy] as the authors of the concept of the right to privacy.

American privacy does not correspond to the Portuguese concept of private life, the expression is too closely associated with the protection of property, and there is an overlapping of the concept of protection of private life, and protection of property.

For François Rigaux "The essence of the "right of privacy" consists of claiming the exercise of a right of appropriation against any external aggression, private or public" (Rigaux, 1990). Portuguese law refers to the right to private life, privacy, and the right to privacy, without ever defining the concept of "private life". The personalistic doctrine questions the opportunity of a definition, which will always present itself as complex.

Canotilho & Moreira (2007), grant that it is not easy to demarcate the dividing line between the field of private, and family life that enjoys the reserve of intimacy, and the domain more or less open to publicity (several theories claim to provide the distinguishing criterion). Some doctrine distinguishes between the intimate personal sphere (absolutely protected), and simple private sphere (only relatively protected, which may have to yield in conflict with another interest or public good); but in the face of this precept of the Constitution of the Portuguese Republic (CRP), it seems that such distinction is not relevant. The constitutional criterion should perhaps be drawn from the concepts of privacy (no. 1, in fine), and "human dignity" (no. 2), to define a concept of each person's private sphere which is culturally appropriate to contemporary life. The normative scope of the fundamental right to the privacy of private, and family life should thus be limited based on a concept of "private life" which takes account of the civilizational reference under three

aspects: (1) respect for behavior; (2) respect for anonymity; (3) respect for life in the relationship" (Quintas, 2013).

According to Article 4 of the General Data Protection Regulation (GDPR), "personal data" means information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person can be identified, directly or indirectly, in particular by reference to an identifier, such as a name, an identification number, location data, electronic identifiers, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Cybersecurity is fundamental to the management of marketing, organizational communication, and new media. Marketing is increasingly based on a high level of data management, essentially in the most digitally advanced organizations. Thus, ensuring privacy, and data protection is increasingly crucial for customers, and partners.

## **2. STRUCTURE OF THE ISSUE**

In the twelfth special issue of the IJMCNM, the reader will have *online* access to four research works:

1. Legal Protection of Customer Privacy on E-Commerce: A Comparative Study of Iranian, and American Law, article written by Zahid Hussain, and Asadullah Khan Mari, researchers from Pakistan;
2. Review of Issues on Data Security Cybercrimes, and Image: The Nigerian Case, article written by Dauda Adegoke Adejumo, researcher from Nigeria;
3. An Analysis of Infractions, and Fines in the Context of the GDPR, article written by José Carlos Dias, António Martins, and Pedro Pinto, researchers from Portugal;
4. An Analysis on the Implementation of Secure Web-Related Protocols in Portuguese City Councils, article written by Jackson Barreto Costa Júnior, Pedro Carneiro, Sara Paiva, and Pedro Pinto, researchers from Portugal.

The articles evaluated by double-blind review system belong to authors who have presented the results of their studies that fit in the scientific areas of the IJMCNM; so, they were accepted for publication in this international scientific journal.

### 3. ACKNOWLEDGEMENTS

We would like to thank the authors who have submitted their manuscripts, and all the reviewers for their valuable contributions. The scientific importance of the publications in this, and previous Issues of the IJMCNM is a strong reason for other authors to submit works for future Regular, and Special Issues.

A final thanks to Web of Science (WoS), JCR, Qualis CAPES, ERIH Plus, REDIB, RCAPP, MIAR, OAJI, LATINDEX, DRJI, Livre, INDEX COPERNICUS, FREE for the support given to the positioning of IJMCNM in the scientific community.

### REFERENCES

- Canotilho, G.; & Moreira, V. (2007). *Constituição da República Portuguesa Anotada*. Coimbra: Coimbra Editora, p. 181.
- Pinto, W. D. G.; Moreira, J. P.; & Silva. A. (2020). *Cibersegurança*, 4º Seminário de Tecnologia, Gestão e Educação. Brasil: Faculdade e Escola Técnica Alcides Maya, pp. 1-8.
- Quintas, P. (2013). *Os Direitos de Personalidade Consagrados no Código do Trabalho na Perspetiva Exclusiva do Trabalhador Subordinado – Direitos (Des)Figurados*. Coimbra: Almedina, p. 219.
- Rigaux, F. (1990). *La protection de la vie privée et des autres biens de la personnalité*. Bruxelles: Bruylant, p. 74.

### How to cite this article:

Lamas, S.; Quintas, P.; Neves, J. C.; & Remondes, J. (2023). Cybersecurity, Privacy, and Data Protection: State of the Art in Iran, Nigeria, Portugal, and USA, *International Journal of Marketing, Communication, and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection*, February 2023, 1-4.